

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Highlights & Qualifications

20+ years Web and interactive design experience for education and the private sector including:

10+ years total time teaching design and multimedia -UW-Madison, UW-Platteville, and UW-Stout

- 5 years teaching Game Design and Development -UWStout
- 2 years teaching Multimedia using CMS -UW-Stout
- 8 years community service: Diversity and Equity Committee -UW-Madison, Public Relations Committee (2010), Gallery (2012-13), College (2012-13) & Design Department (2013) Governance, SIGGRAPH Student Advisor since 2008
- 7+ years augmenting F2F courses with online materials within a CMS for blended learning
- 4 years advising undergrad students -UW-Stout, 1 year advising grad students -UW-Madison
- Curriculum Development Committee -UW-Platteville Graphics and Multimedia Emphasis
- Darkroom lab management and student supervision -UW-Platteville
- Minn/St. Paul Regional SIGGRAPH Chair 8/08 - 3/12, and Vice Chair 5/06 - 8/08

4+ years providing professional development to faculty through a Title III grant -UW-Stout

- Workshop planning and presentation
- Formative and Summative Assessments
- Project management, student hiring and supervision for campus-wide e-Portfolio Initiative
- International and national conference presentations on e-Portfolios and emerging technology

9 years professional online course design, consulting with faculty, departments, colleges

- Professional multimedia experience: sound, video, film, animation, and computer graphics
- Consulting, and training for faculty, staff, and students
- Web concept design, usability standards, and testing
- Project team management, development and production, & student hiring, and supervision
- International and national conference presentations on video conferencing

Education

Master of Product Design and Development Management Executive Program | Design Thinking
Kellogg Institute, Northwestern University -October 2014

Educational Technology Specialization | 46 PhD. credits in Education
Walden University -2007-2014

Master of Fine Arts | University of Wisconsin-Madison
Computer-Mediated Art | Interactive Multimedia and Video

University of Wisconsin-Madison
Photography, and Advertising Design
Bachelor of Fine Arts

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Professional Experience

Instructional Designer/Information Processing Consultant

University of Wisconsin – Madison, 1/14 to 7-17

Duties involve determination of appropriate methodologies, technology, and enhancements to professional certificate programs, and doctoral online programs for online development. Overseeing UW-Madison's FIRST online doctoral degree program, developing content for dual learning management systems to create a unique look and feel for both learning management systems. Project lead for multiple professional certificate programs including NIATx -a process improvement and counseling program, the Pharmacy Certificate Program for practicing professionals, and the Big 10 Professional Competency program currently for graduate students expanding out to undergraduate and non-degree seeking professionals. Intrinsic work involves, web development, animation, video editing, transcript production, project management, content development, meeting facilitation, consultation with faculty, quality assurance, Quality Matters "big 8" standards, ADA compliancy, and back-end course configuration and program planning.

Adjunct – Art and Design, Communication Technology, and Game Design and Development

University of Wisconsin – Stout, 8/05 to 1/14

Courses Taught

- **Game Design & Development 101** – Introduction to principles of video & computer game design and development. Students design and develop games, analyze popular games, and learn about various aspects of the game industry. Students learn about game design principles, story development, visual art production and programming.
- **Game Design & Development 325** – Hands-on experience designing video games. Design and develop two-dimensional games from concept to completion in teams. Production environment will be setup to reflect the approach used in the game development industry. Teaching Flash, Soundbooth, Project Management.
- **Digital Imagery 220** – Creative use of digital technology: the design of 2D images and illustrations in both hard copy and digital formats, using bitmap, vector, layout programs, and HTML editors.
- **Multimedia Web Design 325** – Digital design of two dimensional, time-based motion, and interaction graphics. Development using HTML and dynamic software to produce web sites, and motion graphics.
- **Exploring Photography 204** – Fundamentals of both digital and conventional photography involving composition, aesthetics, photographic theory, camera operations, film selection/development, exposure controls, editing/enlargement, presentation/display, introduction to color, and basic electronic imaging.
- **Exploring Technology 230** – Aspects of technology: definitions, present characteristics, history, forecasting, transfer, assessment, impact and systems.

Service

- 2013 serving on College CAHSS Governance Committee and the Art and Design Gallery Committee
- 2011/12 served on the International Committee developing marketing posters and information graphics.
- 2010 Assisted colleague in PhD. Dissertation research on the efficacy of using Second Life to teach Basic Photography.
- 2009 served on the Publications Committee and redesigned Department of Art and Design web site as part of the Public Relations and Fund Raising Committee.
- 2009 Case Study research and presentation on Second Life and Project-Based e-Portfolios
- 2009-present, member of the Game Design and Development Advisory Board since it's inception.
- 2008-2014, Faculty Advisor – SIGGRAPH Student Group and Game Design students.

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Professional Experience Continued

Technology-Based Curriculum Designer

University of Wisconsin – Stout, 1/05 to 9/09

Member of the project-based Title III grant team. Duties included research of e-Portfolio delivery systems and sustainable e-Portfolio design and development in consultation with students, faculty and staff on e-Portfolio design types. Development of training materials delivered via CMS -D2L and CommonSpot for student and faculty use of e-Portfolios. Development and information design of the Title III grant web site and ancillary sites using ADA standards. Development of “e-Links!” laptop application. Life-cycle update of the Continuous Improvement web site and Teaching & Learning Center web site, prototype development for New Transfer Student web site, and Calendar Bot – designed as a task, built into the operating system to inform students/faculty of academic deadlines. Training material development for students and faculty on Student supervision. Assessment Institute presenter, planner, and formative/summative survey development.

Assistant Professor – Graphic Imaging and Multimedia

University of Wisconsin – Platteville, 8/01 to 5/03

- Life-cycle redesign of department web site -Member of Comm Department Curriculum Committee
- Curricular overhaul of the Multimedia and Graphic Imaging emphasis
- Darkroom supervision
- Advisor for Business student logo design for the Business Department's student run investment groups
- Supervised students in development of two CD yearbooks for 2002 and 2003
- Lab Mod Grant -Equipment and Software Recommendations and Purchase

Courses Taught

- **Special Topics – Advanced Multimedia** – Theoretical discussion and practical approach to advanced multimedia. Topics include streaming audio and video, server development issues, e-commerce, and e-marketing, non-destructive video editing using, and motion graphics.
- **Multimedia Applications** – A study of the hardware, software and peripheral devices designed to incorporate sound, still and moving images into multimedia development platforms.
- **Web Site Development** – An introduction to the development of web sites and web pages using HTML. Practice in the creation of web structures, text, style sheets, graphics, sounds, animations, and forms.
- **Desktop Publishing** – An overview of software and hardware used with a variety of desktop publishing systems.
- **Publication and Advertising Design** – An introduction to publication and advertising design, layout, and practice in the evolution of visual ideas from thumbnails through finished layouts; functions and responsibilities of designers, the types of publication and advertising formats.
- **Computer Graphic Applications** – A study of the acquisition, generation, manipulation and distribution of digital electronic images. Emphasis is on the equipment and methods used to generate images suitable for graphic reproduction.
- **Basic Photography** – Basic photographic imaging using still, digital and video cameras; natural and artificial light, photographic composition, darkroom techniques, and print presentation
- **Color Photography** – An introduction to color theory, natural and artificial light, color composition, posing for portraits, color negative processing and printing, use of 35mm and medium format cameras in studio environments.
- **Applied Communication** – Designed for students to gain production and supervisory experience in their major area of study. Semester projects included imaging for UW-Platteville's CD Yearbook, brochure design for the Communication Department's Graphic Imaging emphasis, and Logo design for the Business Department's student run investment group.

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Professional Experience Continued

Lecturer – Graphic Communication

University of Wisconsin – Platteville, 1/01 to 5/01

Courses Taught

- **Survey of Graphic Printing** – An overview of the graphic communication industry and its significance in advertising, packaging, printing and publishing with lab experience in the development of graphic images using the various printing techniques.
- **Desktop Publishing** – An overview of software and hardware used with a variety of desktop publishing systems.
- **Multimedia Applications** – A study of the hardware, software and peripheral devices designed to incorporate sound, still and moving images into multimedia development platforms.
- **Applied Communication** – Designed to give students production and supervisory experience. The semester project was imaging and development of UW-Platteville's CD Yearbook.

Information Processing Consultant

UW Learning Innovations, 11/97 to 1/01

Project management, instructional design and multimedia design & development for ADA compliant web-based courses, CDs, corporate training, and audience specific applications. Client list includes Kemper Insurance, KnowWare, Famous Footwear, UW-Platteville, UW Colleges, and the MBA Consortium. Other duties include; Information Processing Consultant hiring committee, student supervisor, student and faculty training and development, focus group testing.

Lecturer – Computer Enhanced Art

University of Wisconsin – Madison, 7/98 to 5/99

Courses Taught

- **Computer Imaging Techniques** – Art 328. Beginning level, which included basic Photoshop techniques, scanning for the web, simple animation, basic HTML design for the web, and Premiere basics. Technical support. Discussion of historical background of computer art and discussions of readings; Postmodern Currents, and Design Language.
- **Computers in the Visual Art** – Art 428. Intermediate level, which included animation techniques for multimedia, intermediate HTML skills, design principles for the web & multimedia. Understanding of more complex issues regarding delivery of audience specific material re-enforced through readings; Immersed in Technology.
- **Computer Mediated Art** – Art 528. Advanced level mixed class including graduate students, advanced project planning, flowcharting, timelines, abstracts and proposals. Advanced animation with specific exploration of areas of interest defined by the student. Further reading included Digital Illusion.
- Graduate student technical and faculty advisor.

Teaching and Project Assistant -Interactive Media

Continuing Education Extension UW-Madison, 5/96 to 8/97

FIRST to develop an online course in Lotus LearningSpace –in the nation. Suggest and implement multimedia technologies, hardware, and software. Develop and present Professional Development Training Workshops, highlighting web development and emerging technologies.

Project planning and development. Cross-platform product development and in-house testing. Project team leader. Member of the UW-Extension Style-Guide Committee.

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Professional Experience Continue

Project Assistant

Continuing Adult and Vocational Education, 2/96 to 7/96

Web site design and development

Student Media Lab Consultant

Division of Information Technology, New Media Center, 10/95 to 5/96

Hardware support and set up. Training and support of students, faculty, and staff in digital sound, video, animation, graphics, and web development for teaching and research.

Associate Artist

Center on Education and Work, 10/94 to 8/95

Graphic designer/artist for the FIRST CD-based career information system in the country that included a schedule/course planner designed for K-8 through college. Cross-platform product development, in-house testing, and project team planning for interface design.

Computer Graphic Artist Assistant

Center on Education and Work, 05/94 to 10/94

Cross-platform graphics and file conversion and compression. Network file organization and transfer. Team development of cross-platform compatible palette.

Video Equipment Coordinator

Art Department, University of Wisconsin-Madison, 02/94 to 05/94

Conducted student training of equipment use. Diagnosed, recorded, and reported equipment failures.

Project Consultant

Credit Union National Association 01/92

Video editing of documentary on quality professionals.

Memberships and Affiliations

CAA - College Art Association

ACM & SIGGRAPH

ISEA - Inter-Society for the Electronic Arts

IGDA - International Game Developers Association

Grants, Honors, and Recognition

Gravure Education Foundation Grant –UW-Platteville

Student Special Funds Grant for collaboration and editing of student developed video –UW-Madison

Photo selected for 66TH Annual Juried Student Art Show, May 1988 -Honorable Mention –UW-Madison

American Computing Machines SIGGRAPH Student Volunteer -3 years

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Professional Experience Continued

Conference Presentations, Papers

Game Design in Education: An Interdisciplinary Approach. First author and moderator at the Wisconsin Game Developers Conference, University of Wisconsin - Milwaukee -April, 2013.

mLearning by Design. First author and presenter at the 28th Annual Conference on Distance Teaching and Learning, Madison, WI - August, 2012.

iPads for Utility and Learning. First author and presenter at the 28th Annual Conference on Distance Teaching and Learning, Madison, WI - August, 2012.

Use Those Cell Phones! Co-presenter, and brief paper for the 26th Annual Conference on Distance Teaching and Learning, Madison, WI - August, 2010.

iPhone Enhanced Instruction. Co-presenter, and brief paper for the 26th Annual Conference on Distance Teaching and Learning, Madison, WI - August, 2010.

Second Life and Project-Based e-Portfolios. Presentation and brief paper for the 25th Annual Conference on Distance Teaching and Learning, Madison, WI - August, 2009.

eFolios: Design Considerations. Co-presenter, and brief paper for the 25th Anniversary Conference on Distance Teaching and Learning, Madison, WI - August, 2009.

ePortfolios: Blended Visions of Assessment. Co-presenter, and brief paper for the 24th Annual Conference on Distance Teaching & Learning, Madison, WI - August, 2008.

Form Follows Function: Why ePortfolios in Higher Education. Co-presenter, Brief Paper, and Demonstration, ED-MEDIA--World Conference on Educational Multimedia, Hypermedia & Telecommunications, Vancouver, BC - June 24-29, 2007.

Accessorizing Your Video Conferences. Panel Member Presentation, Society for Information Technology and Teacher Education (SITE) 2004, Atlanta, GA - March 1-6, 2004.

Interactive Video Conferencing: Linking Research and Best Practices. Panel Member Presentation, National Education Computer Conference (NECC) 2004, New Orleans, LA - June 2004.

Using Interactive Technologies for Collaborative Learning. Remote Artist / Expert Panel Member, Video Conferencing, NECC Workshop 1998.

Strategic Planning and Total Quality Management. co-authored paper, Rochester, New York, and Knoxville, Tennessee, March 1994.

Jean M. Haefner

jean.haefner@wisc.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | jeanhaefner.com

Exhibitions and Published Websites

- 2013 School Of Art and Design Faculty Exhibition, Menomonie, WI
- 2011 ArtsWest 32 Juried Exhibition, February 27th - April 8th, 2011
- 2010 Department of Art and Design Faculty Exhibition December 17th - February 11th, 2011
- 2008 jmhaefner.com – Web site – (archived) –
- 2006 Northern/Southern Exposure, University of Wisconsin – Stout, and University of Louisville
- 2005 to 2010 UW-Stout Title III Grant Site – Web site – (archived) –
- 2005 to 2009 UW-Stout eLinks! – Web site – (archived) –
- 2004 ephemerati.com – (archived) – Web site (2003 version archived) –
- 2004 Accessorizing Your Video Conferences - Web site – (archived) –
- 2004 Interactive Videoconferencing: Linking Research and Best Practices – Website – (archived) –
- 2003 JJHaefner.com – Web site
- 2003 Gallery Night and Studio Walk, Winnebago Studios, Madison, WI.
- 2003 Photography At the Crossroads” Center for Photography Member Show, Madison Art Center
- 2002 All UW-Platteville Juried Art Show, Platteville, WI.
- 2002 1st Annual Winnebago Studio Photography Show, Madison, WI.
- 2002 Gallery Night, Winnebago Studios, Madison WI.
- 2002 WALLPATCH, Commonwealth Gallery, Madison WI.
- 2001 Social Transformation through the Arts (STARTS) Invitational, Commonwealth Gallery, Madison WI.
- 1999 UW-Madison Department of Art Faculty Exhibition, Elvehjem Museum of Art, Madison, WI
- 1998 Edging<>Art, Web site linked to FeMiNa.
- 1997 Edging<>Art, Master of Fine Arts Exhibition, University of Wisconsin
- 1997 Edging<>Art, Web site critiqued in the DoIT Monthly News, Madison, WI, January Edition.
- 1996 Graduate Graphics Review, Seventh Floor Gallery, University of Wisconsin-Madison.
- 1993 AI-go-rhythms: Computer Art and Animation Show, The Works Gallery, Madison, Wisconsin.
- 1993 Broadcast of “MIRROR, Mirror” video, WYOU, Madison, Wisconsin.
- 1992 Object Oblique, Photographic installation, University of Wisconsin-Madison.
- 1991 Graphics Review, Seventh Floor Gallery, University of Wisconsin Madison.
- 1990 Wisconsin Union Directorate 62nd Student Show,” Main Gallery, University of Wisconsin-Madison.